



### **FORMAL COMMUNICATION**

**TO:** Indiana's Workforce Investment System

**FROM:** Amy L. Smith-Rubeck, MA, LMHC  
Director of Policy

**DATE:** August 26, 2008

#### **Technical Assistance Bulletin TAB 2008-06**

#### **The National Parent and Teacher Association's (PTA) Career Planning Toolkit**

##### **Purpose**

To inform the workforce investment system about copies of the Parent and Teacher Association's (PTA) Goes to Work Toolkit being mailed to each entity

##### **Content**

The United States Department of Labor (DOL) and the National Parent and Teacher Association (PTA) have jointly launched the PTA Goes to Work Campaign. As a result of this project, an Internet site ([http://www.pta.org/pta\\_goes\\_to\\_work.asp](http://www.pta.org/pta_goes_to_work.asp)) and a PTA Career Planning Toolkit were developed to provide PTA members, school personnel and families with information that will better enable high school age youth to explore tools and utilize available resources to assist with career planning.

In October 2007, the toolkits were mailed to the 26,000 PTAs throughout the country, with an additional 80,000 mailed to school administrators. A Training and Employment Notice (TEN) 17-07, "National Parent Teacher Association (PTA) Goes to Work Campaign," was also released November 16, 2007 to inform the local workforce development community about DOL's partnership with the National PTA.

Based upon the overwhelming responses received from the workforce system at the Workforce Innovations Conference in 2007 and over the last nine months, ETA and PTA will distribute toolkits to the Comprehensive One-Stop Centers; State Workforce Investment Act Liaisons; State and Local Workforce Investment Boards; and State Workforce Agencies. All of these entities will receive the toolkits during the upcoming weeks.

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An Economic Development Partner

The PTA Goes to Work Toolkit contains a Leader Guide; a Parent Guide; a Student Guide; a CD-Rom with Career Voyages and other Department of Labor resources; and additional promotional items, including one hard copy of the recent In Demand Magazine. In addition to the PTA Goes to Work Web site ([http://www.pta.org/pta\\_goes\\_to\\_work.asp](http://www.pta.org/pta_goes_to_work.asp)), the toolkit is also available on the Web sites for Career Voyages ([www.careervoyages.gov](http://www.careervoyages.gov)); Workforce3One ([www.workforce3one.org](http://www.workforce3one.org)); and the DOL's Division of Youth Service's Web site ([www.doleta.gov/youth\\_services](http://www.doleta.gov/youth_services)) to promote a broader usage.

Please take advantage of this opportunity to strengthen the career awareness among the schools in your communities and regions. Utilize and share the wealth of resources provided in the toolkit with parents and students. In addition, use this announcement as an opportunity to continue collaborative efforts and dialogue around youth career exploration among members of the State and local workforce system and National PTA units.

Any questions regarding the content of this Technical Assistance Bulletin should be directed to:

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***Please note that previously issued Technical Assistance Bulletins can be found on the Indiana Department of Workforce Development website at <http://www.in.gov/dwd/3447.htm>.***